



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: July 18, 2017

Subject: Community Event Funding Program-Additional Criteria

At the June TDC meeting staff presented the Parada Del Sol Parade and the Scottsdale International Film Festival multi-year event funding proposals for TDC consideration. Both proposals were reviewed outside the parameters of the event funding program criteria due to the community benefits associated with longstanding heritage events and to ensure the event's continued success and growth.

On July 5 City Council approved the TDC recommendation to approve both multi-year event funding agreements.

At the request of the TDC Chair, staff has evaluated the development of additional community event criteria that would qualify events for this type of event funding. On July 10 staff presented the additional community event criteria to the TDC event working group for comments and suggestions. Changes are noted in red on the attached community event funding application.

Requested Action

Action by motion is requested if the Commission wishes to approve the additional community event criteria as presented. If the Commission wishes to consider additional changes, staff will proceed accordingly.

**City of Scottsdale
Community Event Funding Program
Application**

Events are an important component of Scottsdale's overall image and its product. They help increase national and international visibility for Scottsdale as a desirable tourist destination.

The Community Event Funding Program supports events that are locally significant and provide something to do for visitors who are already here.

Maximum funding amount is \$30,000.

***Qualifications:** All qualifications must be met in order to be eligible for funding.

- Non-profit entity with verification of current IRS 501(c) tax exempt non-profit status.
- Provides educational, recreational, cultural, historical or social opportunities accessible to a significant number of local residents and visitors.
- Supports at least one tourism drivers: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 2,000.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding application is received a minimum of 90 days prior to start of event.
- Has obtained all necessary city and governmental permits. Active event permit must be approved before disbursement of funds.

Ineligibility: The following types of events are not eligible for funding:

- Trade shows
- Neighborhood block parties
- Corporate Meetings
- Events that are mainly fundraisers
- Events that happen in a normal course of business
- Events (or events attached to other events) that receive funding support from other bed tax programs
- The funds cannot be used for public relations agency fees

Questions, Application and Approval Process

- Applications:
 - Read application document entirely. Only apply if event meets qualifications.
 - Fill out application. Incomplete submissions will not be accepted.
 - Submit application via mail or email to City of Scottsdale Tourism & Events Department
- Approval:
 - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and possible recommendation.
 - Recommendations are approved by the Tourism Development Commission.

- Questions and Applications should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@scottsdaleaz.gov
480-312-7177

Funding Criteria:

Funding will be awarded as outlined, based on the criteria below. Producers may apply for up to \$30,000 maximum for operational and/or marketing and advertising expenses.

Add up items from each category to determine maximum amount of funding for which your event is eligible. Only apply for maximum funding amount for which your event qualifies.

Category 1: Attendance	
2,000 – 5,000	\$2,500
5,001 – 10,000	\$5,000
10,001+	\$7,500
Category 2: Event Days	
1 day	\$1,000
2 days	\$2,500
3+ days	\$5,000
Category 3: Event Years in Scottsdale	
0 – 5 years	\$1,000
6 – 10 years	\$2,500
11 – 25 years	\$5,000
25+ years	\$10,000
40+ years	\$13,000
Category 4: Seasonality (bonus for events between May and Dec.)	
1 day	\$1,000
2 days	\$1,500
3+ days	\$2,000
Category 5: Updated Website (must be active with the following information at least 60 days prior to event: event name, date, location, hours, phone number, ticket info and description).	\$2,500

Funds Disbursed:

Three quarters (75%) of the recommended funding will be provided once the event has been approved. The final quarter (25%) of event funding will be provided once all contract requirements have been fulfilled.

Approved Use of Funds

- Event marketing, promotion or advertising
- City staff, such as police for parking and traffic control
- City refuse collection not normally scheduled
- Direct event production costs
- Fees for use of public property

Responsibility of Event Producer:

- Comply with all City of Scottsdale application, permit, insurance and approval requirements and processes for special events
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit an application and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the City.
- Application is not a legally binding agreement.

COMMUNITY EVENT FUNDING APPLICATION		
APPLICANT INFORMATION		
Application Date:	Legal Non-Profit: Yes <input type="checkbox"/> No <input type="checkbox"/>	
Organization Name:		
Business Address:		
City:	State:	Zip Code:
Event Contact:		
Phone:	Cell Phone:	Email:
Event Producer Qualifications:		
EVENT INFORMATION		
Event Name:		
Event Website:		
Event Date(s):	Event Time(s):	
Event Address:		
City:	State:	ZIP Code:
Admission Cost:	Projected attendance:	Years in Scottsdale:
Expense Budget (includes marketing):	Marketing Budget:	Estimated Revenue:
Brief description of event:		
If you have previously received funding from the City of Scottsdale, list years and amounts below (list only up to last three years).		
Year	Amount	

COMMUNITY EVENT FUNDING APPLICATION

How will this event benefit residents and the City of Scottsdale:

FUNDING REQUEST

The City's Tourism Development Commission has developed the Approved Uses, listed in Sections A-E below, for any funds that are granted.

- A. Event marketing, promotion or advertising
- B. City staff, such as police for parking and traffic control
- C. City refuse collection not normally scheduled
- D. Direct event production costs
- E. Fees for use of public property

City of Scottsdale cannot be the full funding source for an event. The contract requires that the producer perform other activities with no reimbursement from the City to conduct the event as promised to the City. Details about fully reimbursable and non-reimbursable activity are in the Event Agreement and should be reviewed carefully.

Complete the funding criteria worksheet below to determine maximum funding amount allowed. Once the total funding amount is determined, list how those funds will be used in the expense worksheet (see next page).

FUNDING CRITERIA WORKSHEET

Category 1: Attendance

	2,000 – 5,000	\$2,500
	5,001 – 10,000	\$5,000
	10,001+	\$7,500
Total funding allowed from Category 1		

Category 2: Event Days

	1 day	\$1,000
	2 days	\$2,500
	3+ days	\$5,000
Total funding allowed from Category 2		

Category 3: Event Years in Scottsdale

	0 – 5 years	\$1,000
	6 – 10 years	\$2,500
	11 – 24 years	\$5,000
	25+ years	\$10,000
	40+ years	\$13,000
Total funding allowed from Category 3		

COMMUNITY EVENT FUNDING APPLICATION		
FUNDING CRITERIA WORKSHEET (CONT.)		
Category 4: Seasonality (bonus for events between May – December)		
	1 day	\$1,000
	2 days	\$1,500
	3+ days	\$2,000
Total funding allowed from Category 4		
Category 5: Updated Website (must be active with the following information at least 60 days prior to event: event name, date, location, hours, phone number, ticket info and description).		
	Check if Yes	\$2,500
Total funding allowed from Category 5		
TOTAL FUNDING REQUEST allowed from Categories 1 - 5		
EXPENSE WORKSHEET		
Category <i>Example: B. City Staff</i>	Item <i>Police for traffic control</i>	Amount <i>\$5,000</i>
Total Expenses for City Funding Reimbursement:		
SUBMISSION INFO		
I authorize the verification of the information provided on this form.		
Signature of applicant:		Date:
Name		

*If more room is needed, attachments are permissible.

Multi-Year Community Event Funding

An event may be considered for a multi-year community event funding above the maximum of \$30,000 up to \$75,000.

Qualifications: All qualifications must be met in order to be eligible for funding.

- Events years in Scottsdale must exceed 40 years.
- An event must meet all five criteria for community event funding and be at the maximum level for the four community event funding criteria for which maximum criteria are set (attendance, event days, event years and seasonality)
- Non-profit entity with verification of current IRS 501(c) tax exempt non-profit status.
- Provides educational, recreational, cultural, historical or social opportunities accessible to a significant number of local residents and visitors.
- Supports at least one tourism driver: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 2,000 in first year and **must show continued growth in each subsequent year of funding.**
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding application is received a minimum of 90 days prior to start of event.
- Has obtained all necessary city and governmental permits. Active event permit must be approved before disbursement of funds.

Ineligibility: The following types of events are not eligible for funding:

- Trade shows
- Neighborhood block parties
- Corporate Meetings
- Events that are mainly fundraisers
- Events that happen in a normal course of business
- Events (or events attached to other events) that receive funding support from other bed tax programs
- The funds cannot be used for public relations agency fees

Funding Criteria:

Producers may apply for up to \$75,000 maximum for operational and/or marketing and advertising expenses. The maximum number of year for which an event can receive funding is three.

Funds Disbursed:

Three quarters (75%) of the recommended funding will be provided once the event agreement has been approved by city council. The final quarter (25%) of event funding will be provided once all contract requirements have been fulfilled.

Questions, Worksheet and Approval Process

- Worksheet:
 - Read qualifying worksheet in its entirety. Only complete if event meets qualifications.
 - Incomplete submissions will not be accepted.
 - Submit worksheet via email to City of Scottsdale Tourism & Events Department
- Approval:

- Worksheet will be reviewed by City of Scottsdale staff for eligibility and accuracy.
 - Recommendations are submitted to the Tourism Development Commission for consideration. If recommended staff will present funding recommendation to city council.
- Questions and Worksheets should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@Scottsdaleaz.gov
480-312-7177

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET			
APPLICANT INFORMATION			
Worksheet Date:			
Organization Name:		Legal Description (LLC, etc.)	
Business Address:			
City:	State:	Zip Code:	
Event Contact:			
Phone:	Cell Phone:	Email:	
EVENT INFORMATION			
Event Name:			
Event Website:			
Event Date(s):		Event Time(s):	
Event Location:			
City:	State:	Zip Code:	
Admission Cost:	Projected Attendance:	Years in Scottsdale:	
Expense Budget (includes marketing):	Estimated Revenue:	Marketing Budget:	Requested Funding Amount:

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Detailed description of event:

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include the event sponsorship plan for the next three years:

Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc. *Attach if more space is needed.

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts and how Scottsdale will be promoted throughout all advertising, collateral and promotional material:

Describe how you will provide qualitative and quantitative information regarding event attendance levels. In addition provide past attendance and projected attendance growth over the length of the funding agreement:

Provide estimated economic impact results of the event and the projected impact on Scottsdale. Please also include your plan to enhance your event over the next three years with detail on reaching your targeted growth:

MULTI-YEAR COMMUNITY EVENT FUNDING WORKSHEET

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

NEXT STEPS

This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and outline the information provided in this worksheet.
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:

Date:

Name